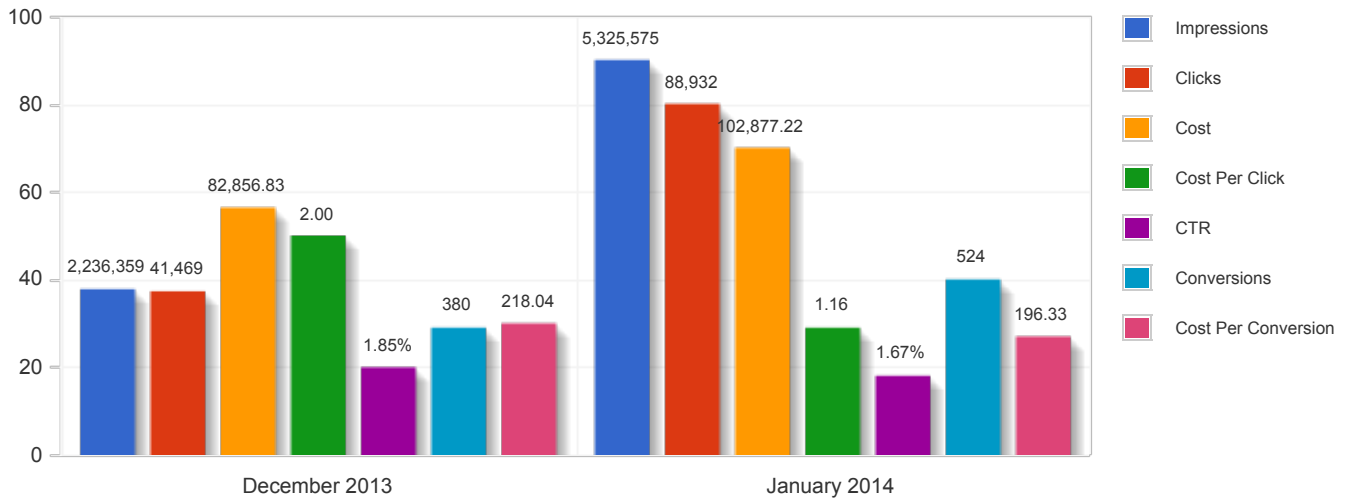


Adwords Account Performance Report

Prepared for: XYZ Company
 Prepared by: Ben Pate
 Date: 02-June-2014



Metric	December 2013	January 2014	Change, %
Cost	82,856.83	102,877.22	24%
Impressions	2,236,359	5,325,575	138%
Clicks	41,469	88,932	114%
Cost Per Click	2.00	1.16	-42%
CTR	1.85%	1.67%	-10%
Conversions	380	524	38%
Cost Per Conversion	218.04	196.33	-10%
Conv. Rate	0.92%	0.59%	-36%